

**ATTORNEY DOCKET NO. 084561-0106**

Applicant: Mark LANDESMANN  
Title: SERIOUS INTENT MECHANISM AND METHOD  
Appl. No.: 09/862,466  
Filing Date: 05/23/2001  
Examiner: Donald Champagne  
Art Unit: 3622  
Conf. No.: 7474

**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 CFR §1.56**

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56.

A copy of each non-U.S. patent document and each non-patent document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

**TIMING OF THE DISCLOSURE**

The listed documents are being submitted in compliance with 37 CFR §1.97(b), concurrently with the filing of a Request for Continued Examination (RCE) application

**RELEVANCE OF EACH DOCUMENT**

All of the documents are in English.

Applicant respectfully requests that each listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

Although Applicant believes that no fee is required for this Request, the Commissioner is hereby authorized to charge any additional fees which may be required for this Request to Deposit Account No. 19-0741.

Respectfully submitted,

August 1, 2006

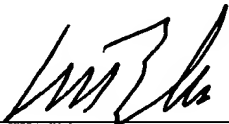
Date

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Substitute for form 1449B/PTO		<b>Complete if Known</b>	
		Application Number	09/862,466
		Filing Date	05/23/2001
		First Named Inventor	Mark LANDESMANN
		Group Art Unit	3622
		Examiner Name	Donald Champagne
Sheet 1 of 2	Attorney Docket Number	084561-0106	

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	A1	5,249,044	03-27-06	VON KOHOM	09-1993	
	A2	5,285,278	03-27-06	HOLMAN	02-1994	
	A3	5,502,636	03-27-06	CLARKE	03-1996	
	A4	5,515,270	08-09-05	WEINBLATT	05-1996	
	A5	5,592,560	01-29-02	DEATON et al.	01-1997	
	A6	5,642,485	09-24-01	DEATON et al.	06-1997	
	A7	5,327,508	09-24-01	DEATON et al.	07-1997	
	A8	5,644,723	09-24-01	DEATON et al.	07-1997	
	A9	5,649,114	01-19-01	DEATON et al.	07-1997	
	A10	5,717,923	08-29-05	DEDRICK	02-1998	
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	A16	6,012,051	11-08-01	SAMMON, Jr. et al.	01-2000	
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	A32	6,484,146	05-13-05	DAY et al.	11-2002	

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)			
	A33	WO	00/62184		NG	10-2000	

Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form <b>PTO 4498</b> <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)		<b>Complete if Known</b>	
Sheet	2	Application Number	09/862,466
		Filing Date	05/23/2001
		First Named Inventor	Mark LANDESMANN
		Group Art Unit	3622
		Examiner Name	Donald Champagne
		Attorney Docket Number	084561-0106

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	A34	Bayesian Model Averaging: A Tutorial (with discussion ) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002	
	A35	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.	
	A36	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/0/02	
	A37	"Fleet financial banks on data warehouse, Target Marketing, Philadelphia, November 1998.	
	A38	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from <a href="http://home.pacbell.net/webright/personal/acm.text">http://home.pacbell.net/webright/personal/acm.text</a> ,	
	A39	Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 10	
	A40	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Dialog # 01777383, File #570, by Hoke Communications Inc., May 199	
	A41	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from <a href="http://news.com.com/2100-1023-236092.html?tag=rn">http://news.com.com/2100-1023-236092.html?tag=rn</a> , 08/08/20	
	A42	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000	

Examiner Signature		Date Considered	
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